



Department of Environment, Climate Change and Forests,  
Government of Tamil Nadu

# MEENDUM MANJAP PAI

Let's bring back the  
Eco-friendly Manjappai !



Implemented by

**giz** Deutsche Gesellschaft  
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On behalf of:



Federal Ministry for the  
Environment, Nature Conservation  
and Nuclear Safety

of the Federal Republic of Germany

## Plastic carry bags a moment's worth of convenience, a lifetime of hassle...



From our hands after a  
single-use...

Around 17 million metric tons of plastic  
carry bags are produced globally every year.  
A very small percentage is recovered and  
recycled, while most others make the  
journey from our hands into landfills,  
dumpsites, rivers and oceans.



To choking drains  
and rivers...



To threatening our  
beautiful oceans...



And maybe even  
dumped back at our  
feet by the tide!



*It's time to break this chain. Let's bring back the manjappai!*

## Remember the days when no one left the house without their Manjappai?

For the longest time, the Manjappai had a ubiquitous presence in the lives of the people of Tamil Nadu, before being replaced by the plastic bag.

Beginning humbly as a 'yellow bag' that was given to guests at weddings and auspicious occasions, the Manjappai usually went on to find a semi-permanent place in the homes of these guests, and was reused over and over again. It was the go-to choice as a carry bag, from buying groceries to carrying personal effects.

Long after the event itself, Manjappais often continued to bear the names of the bride and groom from the wedding, evoking precious memories from the occasion!

Did you know? The traditional manjappai was yellow in colour because it was usually dipped in turmeric for its disinfecting properties.



Bring back the Tradition,  
reinvent the Manjappai !

What's your manjappai style?



## About the Campaign

The Meendum Manjappai campaign aims to create awareness among citizens on the need to eliminate plastic bag usage, while also reviving the tradition of people carrying their own Manjappai, a reusable cloth bag, as a replacement.



The campaign is targeted at engaging citizens and bringing them on board to support the initiatives being undertaken by the Government of Tamil Nadu to phase out plastic bags. It will also aim to spread the message of collective responsibility of all stakeholders that is needed to eliminate the use of plastic bags from everyday life. The campaign will be managed by the Department of Environment, Climate Change and Forests (Government of Tamil Nadu), supported by GIZ.



Beginning with a high-level launch event on December 23, 2021, the campaign will run over the next few months, comprising multiple initiatives. These include:

- ▶ Awareness campaign on social media to bring about behaviour change
- ▶ Dissemination of information on alternatives to plastic bags
- ▶ Distribution of manjappai at various locations anchored by district-level administration to impact rural, semi-urban and urban communities
- ▶ Engagement with state-wide stakeholders to ensure strict adherence to the ban
- ▶ Regular engagement and communication with all key stakeholders to pursue alternatives, support affected livelihoods and effectively manage the transition away from plastic bags

**Where's your Manjappai?**

## A People's Movement against Plastic Carry Bags

The campaign will be launched on December 23, 2021 by the Hon'ble Chief Minister of Tamil Nadu, **Thiru. M K Stalin**, and high-level dignitaries of the State, facilitated by the Department of Environment, Climate Change and Forests.

Date

**23 | DEC | 2021**

Time : 10 .30 am

Venue : Kalaivanar Arangam



### How can citizens play a role in the battle against plastic bags?



- ▶ Spread awareness about the problems associated with plastic bags and discourage their use among family, friends and neighbours
- ▶ Refuse plastic and other bags at stores or eateries
- ▶ Carry a Manjappai wherever you go – you never know when you might need it!
- ▶ Use eco-friendly alternatives, and share information on these



- ▶ Ensure that the cloth bag or manjappai is reused as much as possible, and is recycled when it cannot be used anymore
- ▶ Ensure there is no hoarding of manjappais! Too many cloth bags are also harmful to the environment
- ▶ Participate actively in awareness initiatives and stay informed – many 'alternatives' to plastic bags such as non-woven bags are not eco-friendly



- ▶ Become an entrepreneur! Moving away from plastic bags requires innovative ways of designing and using cloth bags, and to ensure their reuse and recycling, opening up many novel business opportunities

Where's your Manjappai?

# BEYOND THE MANJAPPAI

THE FIGHT AGAINST SINGLE-USE PLASTICS IS BIGGER THAN JUST THE PLASTIC BAG....

Plastic bags are one among the 14 one-time use and throwaway plastic items (also known as single-use plastics) that have been banned by the State Government of Tamil Nadu, effective from 1st January 2019 (under the provisions of the Environment (Protection) Act, 1986 and as per Government Order No. 84). The order bans the manufacture, storage, supply, transportation, sale and distribution of such plastics, irrespective of thickness (barring specific exemptions).

These plastics typically end up in landfills, unregulated dump sites, rivers and oceans through direct dumping or leakage through multiple points.

## The banned items include:

- ▶ Plastic tea cups & tumblers
- ▶ Plastic straws
- ▶ Water pouches & packets
- ▶ Plastic-coated paper plates & cups
- ▶ Plastic flags
- ▶ Non-woven polypropylene bags
- ▶ Plastic / thermocol plates
- ▶ Plastic sheets / cling-film for food wrapping
- ▶ Plastic sheets for spreading on dining table

*Plastic items can take up to hundreds of years to decompose*

*A few hours or days of use, but several lifetimes damaging the environment....*



*Plastic Bag  
20 years*

*Plastic Straw  
200 Years*



*Plastic  
Water Bottle  
450 years*

*Plastic  
Cup  
450 years*



Tamil Nadu is the first State to institute such a comprehensive ban on single use plastics. While implementation efforts had to be reconsidered in light of the Covid-19 pandemic situation, the Government is now restarting robust efforts to enforce the ban.

## BEYOND THE MANJAPPALAI

The Department of Environment, Climate Change and Forests Government of Tamil Nadu, supported by GIZ, are embarking on a comprehensive programme to facilitate implementation of this ban. The programme will also work towards creating robust mechanisms to strengthen implementation of the Government of India's Plastic Waste Management Rules 2021, including rules regarding the prohibition of use of specified SUPs and Extended Producer Responsibility (EPR). The programme will be critical to supporting the ambitious target announced by the Government of India on phasing out specified SUPs by 2022.

The programme will follow a multi-pronged approach involving all concerned stakeholders to transition away from one-time use and throwaway plastics. Initiatives under the programme will tackle the plastic waste issue based on a lifecycle approach and will aim to:

### *Systemic transition away from SUPs and improved management of plastic waste*

Ensure proper enforcement of the ban by strengthening institutional and administrative capacities

Institute policies to support the ban and promote the adoption of alternatives

Support infrastructure development for better plastic waste management, recovery and recycling

Inventorize plastic waste in the State and map the plastic waste management ecosystem

Track and monitor leakage points where plastics end up in the ocean and devise solutions to address these

Facilitate creation and adoption of alternatives to SUPs

Promote new technological interventions and business models to support phasing out SUPs and manage plastic waste

For more details, and to engage with this initiative, you may contact:

The Department of Environment,  
Climate Change and Forests, Government of Tamil Nadu



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மஞ்சப் பை